LEO BURNETT U.S.A.
AD# BHN132-B4 REQ# M21559 "DENIC DECLASSIFIED" PG 4/C BLD (5-5/8 X 7-3/4) TEST MARKET T.V. GUIDE
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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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6 mg "tar," 0.1 mg nicotine as per cigarette by FTC method

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Source: https://www.industrydocuments.ucsf.edu/docs/ytgn0003

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